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# Consumers' guide

January 1945



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**ILLUSTRATIONS:** Cover photo, USDA Soil Conservation; pp. 3, 4, 5, Russian War Relief; p. 6, left, Agricultural Adjustment Administration, right, Farm Security Administration; p. 7, left, USDA Press Service, right, Agricultural Adjustment Administration; pp. 8, 9, 10, charts, June Mose; p. 11, Agricultural Adjustment Administration; p. 12, Bureau of Human Nutrition and Home Economics; p. 13, drawing, Pietro Lazzari; p. 16, drawings, Helen Morley.



LEE MARSHALL  
Director, Office of Marketing Services

## When You Buy Eggs

**DURING** the war years increased supplies of food and increased spending power have contributed materially to the general improvement in the diet of most American families.

True, some foods have been rationed; not always because of smaller supplies, however, but because of larger demands and the necessity for fair and equitable distribution. Rationing and the difficulties encountered from time to time in purchasing certain foods during particular seasons have caused the family food purchaser to try relatively new foods and to increase consumption of traditional foods. Increased employment of wives and mothers has meant that other members of the family are now doing more of the shopping. Price control regulations have also placed new responsibilities on the seller and the buyer to conduct both sides of the grocery business on a fair and legal basis.

These factors together with the difficulties experienced by food producers and handlers in distributing increased volumes of food, particularly perishable foods, have meant that the American tradition of careful buying has at times been somewhat changed.

Now, when more eggs are being bought by more housewives, the problem of efficient, quality distribution becomes more important.

Recently, officials of the War Food Administration and of the State departments of agriculture met with representatives of producers and distributors to discuss ways of improving the marketing of eggs and the development of Nation-wide standards for the guidance of consumers in their purchase of this significant food. These people came together because they know that with increased supplies and the increased consumer use of eggs there have been increased problems in the marketing of eggs. They know that individual eggs, as delivered by the farmer, may vary more than 100 percent in size, with individual sizes and average case weights varying according to the season, age, heredity, and individual size of the birds in the flock and its management. They know that the consumer is neither equipped with a magic eye nor with the necessary knowledge to look through the protective shell of an egg and judge its freshness, its weight, its taste, or its quality.

All these considerations have brought about general agreement among producers,

marketing agencies, and Government officials to further the purchase of eggs from producers on a graded basis and to encourage the sale of eggs to consumers on the same basis—nationally uniform, simple grade standards. They are agreed that if a farmer produces a high quality egg he should receive a fair price for his product and if a consumer wishes to buy that egg he would be willing to pay a fair price for assured quality. If, however, a housewife wishes to buy a lower quality egg for cooking or baking she should not have to pay as much for it as for the higher quality egg generally used for boiling or poaching.

But such a program cannot succeed unless the consumer makes himself responsible for understanding the classification and grading system and does his purchasing on that basis. At the present time every State in the Union has a Federal or State grading program available for those distributors and handlers who wish the service.

In 1928, when official egg grading was first conducted, 446,678 cases were inspected and graded under the supervision of the U. S. Department of Agriculture. By 1943 this number had increased to 5,539,745 cases. This is a large number, but it represents a relatively small part of the total number of eggs distributed. It is as much the job of consumers to buy the officially graded and certified egg as it is the job of farmers and distributors to supply the market with such products.

Compared with the producer's end of the job, the consumer's effort is small. There are only three things to look for in your egg purchases, if you want to buy an officially graded product. (1) The egg container should bear the words: U. S. Grade AA; U. S. Grade A; U. S. Grade B; or U. S. Grade C. (2) It should have a seal of certification with the date of grading marked. (3) You should be certain that the egg so graded and marked have been stored in a cool place while in the retail store. These three items will mean that you are getting what you pay for.

*Lee Marshall*

### CONSUMERS' GUIDE *Issued Monthly*

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# "Tell This to All America..."

Here is a first-hand story from an American observer in Russia. It tells what our help means to our fighting ally

"**THE RUSSIAN** plane was flying low. It was overloaded. Heavy iron bars were laid lengthwise in the plane; crated goods were piled everywhere. I had no safety belt—there was none on the plane. The Russians just don't waste webbing on safety belts."

These are the words of Lieutenant Colonel Ralph W. Olmstead, red-haired Deputy Director of the War Food Administration in Washington and trouble-shooter *par excellence* in food supply, who recently returned from Europe. He was telling what our goods have meant to Russia and what they will mean in the future.

"I looked out the window," he said, "and saw we were approaching a telephone line. As we went over it I felt the overloaded ship rise and settle again. It was frightening. We banked sharply—and came down on a small field to a perfect landing."

"That plane ride was symbolical of a lot of things I saw in Russia," Colonel Olmstead continued, "of daring action in emergencies, expert use of equipment—with no pampering—and no waste of space."

**Consumers** wonder where some of the goods they have been missing are going. They would like to know what use is being made of these goods and whether they are really needed for that purpose. Colonel Olmstead's first-hand report as an observer—one of the few American observers of Soviet war-life—tells them. Russia's problems are our own problems since she is an ally. We cannot be an isolated nation in war or in peace. And Russia's needs in her period of restoration will be as acute as during the early months of war when her towns were burned and pillaged by Germany. Colonel Olmstead saw the wounds of war in the countries of Europe. It will take long for them to heal, for those battle wounds are not superficial but deep. And he found out what further goods Russia needs from us to help in this healing.

In Stalingrad, a local official took him to a little elevation. As they stood there on the ground that was still littered with the debris of battle, they could see on the horizon what remained of several blocks of fine



modern apartment buildings, which had been homes for factory workers. Now they were almost destroyed. Just parts of walls and blank windows were standing. The official said to Colonel Olmstead:

"**Now** please look at that and then close your eyes so that you won't forget it. We can never convey to you the horror of the Battle of Stalingrad. The real horror is gone. The thing I wish to say to you and through you to other Americans is that in our hearts there is left one great feeling—a feeling of hatred for the Germans and a desire for revenge. Also, we want to live in the world as a peaceful people. We think with the help of America that we can—and with the help of Russia that America can."

There below was the rubble of a city that had once stretched 36 miles along the Volga. And yet in that rubble another city was already rising. The people had set up new plants. A canning factory was turning out cans made from lend-lease tin—but the cans were made *by hand*. A tractor factory was

running again. The people of Stalingrad were very proud of it. It meant that with every finished tractor more people could produce more food on the large collective farms. When the Nazis quit Stalingrad 31 civilians were left. Not a complete building remained standing. But now approximately 300,000 people were back in Stalingrad living in holes in the ground—but living spiritually in the hope of a new and beautiful Stalingrad.

**The** hope of all Russians is typical of the dreams and plans of our allies in Europe. The Russians are more interested in reestablishing their own industries and their own food production, than importing food and industrial products. Yet the Russian people everywhere need clothes and food. They are badly clothed, these January days, and food is scarce. Most commodities are rationed—not just shoes, gas, canned goods, and choice meats. There are not nearly enough consumer goods to supply demand. People queue up to receive their ration of bread,



cabbage, and potatoes, which make up the customary diet of the Russian worker. Besides this food, he or she—80 percent of the civilian workers are women—is entitled to 10 pounds of fat a year, or 34 1/2 pounds less than the average American eats. A Russian gets very little meat of any kind. Indeed, there is so little of the staples alone in the Soviet Union that a flourishing black market does business in bread. Black markets rarely exist unless there is scarcity.

A bread ration can be sold on the black market for 120 rubles—about \$22. The average worker receives between 800 and 900 rubles a month, which amount to \$150 and \$169. After normal expenses, such as rent, food, bonds, union dues, are paid the worker may have as much as 400 rubles remaining—which would buy 5 bottles of beer at an "unrationed" store, or 3 1/4 loaves of bread on the black market. Ninety-five percent of all food is purchased with ration cards, and such purchases are relatively inexpensive. Rationed bread costs less than in the United States. The amount of food a Russian receives depends on his production and on the position he occupies as a producer. But nobody gets very much—except soldiers at the front who get about the average of the U. S. civilian diet.

And the scarcity will continue for some time until production in the Soviet Union is reestablished. For example, dairy and beef cattle cannot be raised over night. On a collective farm near Kiev where Colonel Olmstead visited, the farmers have managed to restock the place with 120 calves. Of the 700 people who work there, 6 are men. This farm had been occupied by the Germans who slaughtered the 180 head of cattle then on it. A German commissar was appointed to run the farm. He established hours for work, and whenever the women were late for work had the Germans horsewhip them. Colonel Olmstead saw one girl about 18 years of age who had been horsewhipped for being 3 minutes late, and in the process had one eye removed as it was snapped by the whip. Many of those farm people will never be whole and healthy again.

Russia needs more dried whole milk, and butter as well as margarine. Dried whole milk has been used primarily in hospitals and for feeding children in liberated areas. Butter is especially important now for military hospitals, and the need will not diminish until the hospitals are empty again. And she prefers the butter shipped in cool weather—in tubs. There is less spoilage

that way. Russia needs lard, shortening, and vegetable oils—peanut oil, soybean oil, and cottonseed oil—more pork supplies, canned beef—"beef tushonka"—full-fat soya flour to be used entirely by the army, and egg powder—briquets preferably, for they keep better than the ordinary powder.

Colonel Olmstead found that foods which take a long time to produce in quantity—meats, animal fats, and dairy products—will be needed to a greater extent in the first year or two after the war than such products as cereals and sugar. A good crop of wheat was grown in the Soviet Union in 1944. The 1945 crop cannot now be predicted, but it will probably be large enough so that little wheat and flour need be imported.

United States' food shipments to the Soviet Union since October 1, 1941, have totaled more than 3 million tons. They are valued at more than 900 million dollars. Some of the shipments up to June of last year included 588,000 tons of wheat and flour, 510,000 tons of canned meat, 356,000 tons of vegetable oils, and 62,000 tons of canned and dried milk. In the Moscow bakery which Colonel Olmstead visited, flour was being emptied into hoppers from bags marked with the name of a Minneapolis milling company. This Russian plant used 150 tons of flour daily, and all of Moscow's 12 bakeries were said to consume 1,500 tons

each day. These bakeries make the special black bread for front-line emergency rations as well as other black, gray, and white loaves. The special bread has a very low-moisture content, and therefore keeps for a long period. It is difficult to break and is better when softened in hot water or tea.

These lend-lease shipments have been used primarily to maintain the rations of the Red Army on its 800-mile front in one of the most rapid and overwhelmingly successful military campaigns in history. Besides this, the U.S. has also sent 17,000 tons of seeds to help the Soviet people produce their own foods—particularly to the Ukraine as soon as it was liberated. More seeds are still required—and especially in time for planting. It takes long-time planning to produce seed.

One of the specific requests the foreign trade Commissariat made to Colonel Olmstead on his visit, was that American exports be labeled so that the Russians can understand what they're getting. The confusion made by the various trade names on American foodstuffs that are unloaded on the docks in Russia is something no Russian-English dictionary can untangle.

America believes that the lend-lease food sent to this great ally is a war expenditure. It has been used against Germany by Russia's armies instead of by our own forces. The ultimate measurement of the aid we



This Russian woman directs Red Army soldiers as they help her to repair her home in Spas-Demesk after the town had been recaptured from the retreating Germany Army.

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ers' guide

have extended Russia cannot be found in the dollar figures of lend-lease, inasmuch as human lives are involved. It can only be found in terms of battles won, the hundreds of thousands of lives saved, plus the conservation of our resources and materials resulting from victory won far sooner than would otherwise have been possible.

But Russia needs more than food. She needs industrial equipment to start new factories. One of the flour mills Colonel Olmstead visited in Moscow has been running 24 hours every day except three times a month when operations cease for 16 hours to allow time out for cleaning and repairs. The mill has received red banners of excellence—similar to our "A" awards—for its work. The director of the plant said there was no stoppage of production in spite of bombings—in spite of the damage caused by a large bomb falling on part of the mill and penetrating several floors.

But much of the machinery in this plant appeared to be running imperfectly, and needed parts and adjustments. The repair work that has been done looked makeshift.

The same is true for textile mills, steel plants, and bakeries. Machinery after long years of continuous service becomes worn, off-balance—and outmoded. Without machinery, without the implements of production, it is apparent that the people cannot

begin again to develop their vast and rich country, and supply themselves with the minimum essentials which most of us in America take for granted.

Rehabilitation comes first after victory in Russia—and is second only to marching into Berlin right now. Rehabilitation for tomorrow is more important than today's problem of finding enough to eat and wear and of building houses in which to live. But Russia can't do it without the aid of her war partner, the United States, any more than she could have fought so valiantly without our goods and services.

After victory, Russia feels that she will still require lend-lease food. She wishes to use her credits for buying machinery and raw materials with which to rebuild her shattered industries. Everything—planes, trucks, tractors—that the U.S. has sent her, she has used beyond the usual capacity.

And we, on the other hand, geared to high production with full employment, will need a market for our goods and an outlet for our food when military requirements are cut down.

War Food Administrator Marvin Jones has asked the farmers of America to plant a larger acreage in 1945 than they put into production in 1944, since most of our food reserves are used up and we cannot expect a continuance of phenomenally good weather.



At graduation, Dr. Amina Ingurazova, 25, performed wonders in Mozhaisk's hospital, became head.

"We cannot risk the possibility of shortages," he said when he announced the new food goals. Our total 1945 crop must be about the same as in 1944."

While Colonel Olmstead was in the Ukraine he visited the domed Greek Orthodox Church in a collective farm community near Kiev. One-half the church had been blown away by bombs, and part of the congregation was indoors and part out. Everyone at church knew that an American was present. The Colonel's khaki was very apparent among the colorful native costumes of the farmers. The processional was longer than usual; the service more elaborate.

At the end of the service, when the Colonel was leaving the church, a girl of 14, wearing bright red scarfs, a white skirt, and lots of beads, ran up to him out of breath, and held out a bouquet of wild flowers she had just gathered. She said her name was Sonia, and that she wanted him to have the flowers to indicate in a small way how she felt about America. Without America's help there could be no peace for Russia.

It was a fine spontaneous gesture from so young a person. But young as she was she knew what the trucks, the tractors, the planes, the guns, the food of the United States had accomplished in Russia, and to what degree the collective farm on which she worked and lived was still dependent upon that help.



Russian youngsters greet an American, Edward C. Carter, President of Russian War Relief, and present him with a cabbage and other vegetables grown from American seed.

January 1945

# As they sow...

## Upon the farmer falls the great job of providing enough food for 1945's urgent demands

**WITH** a careful, yet skeptical, appraisal of both the weather and the war, WFA's food planning experts have come up with the answer that 1945 should be another year of full production effort on the farm.

They have balanced estimated requirements with production possibilities, the end of the European phase of the war with the prediction for only "average" weather, the decreasing food requirements of our allies with the increasing food consumption of the domestic civilian buyer. The scales point to as big a farm job as last year.

If farmers all over the land accept these production goals, the volume of food will be enough to maintain the successful food program of adequate supplies to our far-flung armies, and to our allies, as well as good supplies for the home front. Even if the weather should produce only average growing conditions and if the European war should continue longer than is now generally thought, the suggested total acreage is expected to produce enough food to see us through. In general, the total volume of food on the home market in 1945 will approximate the 1944 supply.

Remembering the farm surpluses that followed the conclusion of World War I, some farmers may be leery of such goals. And consumers looking back to the abundances that existed in certain foods during 1944 may wonder why there is need for a 1945 production goals program that calls for a continuation of large agricultural supplies at a time when the demands of our armed forces and our allies may decrease.

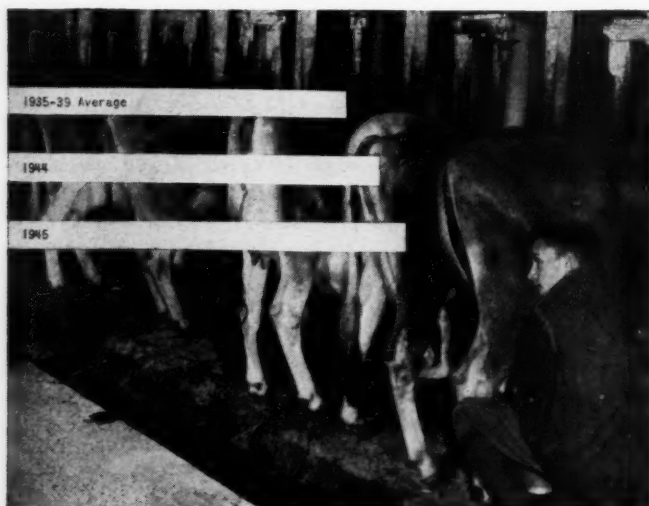
The planning experts who have traversed the country on preliminary goal conferences with farmers are confident, however, that if producers follow the suggested planting and harvesting schedules and if consumers cooperate fully in the various marketing and distribution programs we can be fairly certain of an over-all satisfactory food year.

Why are they confident?

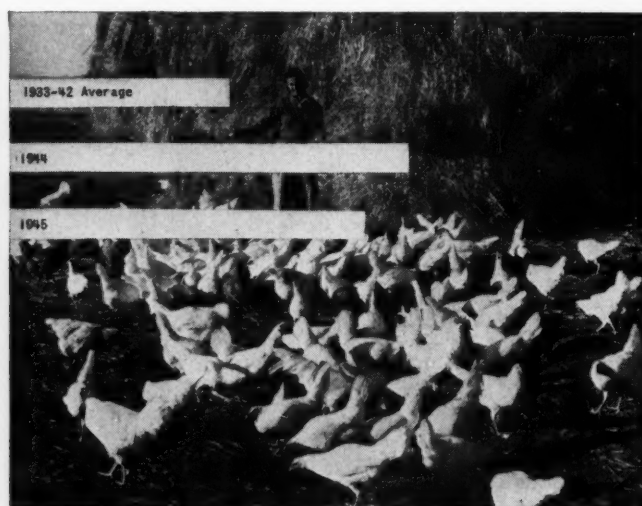
How did they arrive at their conclusions?

In part, their conclusions have been based on past performances. Beginning with 1941 the *total* volume of farm production has increased each year—24 percent more in 1942 than the 1935-39 average; in 1943, 29 percent more than the pre-war average; in 1944 an estimated 33 percent increase. (If these percentages were in terms of food alone they would be even higher.) Four influences—weather, use of reserve supplies, better farming practices, and the shift to more intensive crops—have been responsible.

The first two account for one-third to one-half of the increase and obviously cannot be relied on to provide similar increases in 1945. The other two factors—better farming and the use of more intensive crops—will most certainly continue. They will account for about 50 percent or more of the increased yield.



Milk production on farms.



Egg production.

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Given approximately the same number of acres planted, which is what is called for under the 1945 goals, and just average growing conditions the total volume of crop production for this coming year will be about 10 percent less than in 1944 and about equal to what was harvested in 1943. For both crops and livestock, the anticipated total volume of production will be from 5 to 10 percent below 1944. Such production will still be approximately 25 percent above the pre-war level, however.

The planning experts have agreed that such production levels will assure a food supply for civilians very similar to the 1944 situation. In other words, even though war activities in Europe should be over sometime this year there will still be war-important demands which will suffice to keep the per capita civilian consumption at the 1944 level of approximately 7 percent more food than we had on a per capita basis during the pre-war years.

If the weather is such as to produce another record crop and if our military and overseas requirements are reduced by one-half, reserves of such significant crops as wheat and other grains will be built up and also abundant supplies of some foods may occur on the home market. On the other side, unfavorable weather conditions could mean minimum supplies for the war program and slightly less food for civilians than in 1944.

Because of very heavy livestock production during the past 3 years feed reserves have been considerably reduced and it will be necessary for farmers to maintain at relatively high levels the production of corn,

oats, barley, and sorghums. These feed goals together with more tame hay and pasture should result in an estimated total production of meat of about 22.7 billion pounds, compared with the expected 1944 figures of 24.5 billion pounds. There will be more beef, less pork, slightly less lamb and mutton, and the same amount of veal. Military requirements are expected to remain high so that even if the war in Europe should end early in 1945, the civilian per capita consumption will probably not go higher than 132.3 pounds—10.7 pounds less than during 1944. The civilian share will be further reduced if the European war continues through the entire year.

The improved feed situation would also make it possible to increase milk production from 118 billion pounds to the recommended 120 billion—just enough to meet minimum requirements should the war in both Europe and Asia continue throughout the year on a major scale. Even if there were a sharp reduction in military requirements, however, civilians would receive only 4 percent more dairy products than in 1944.

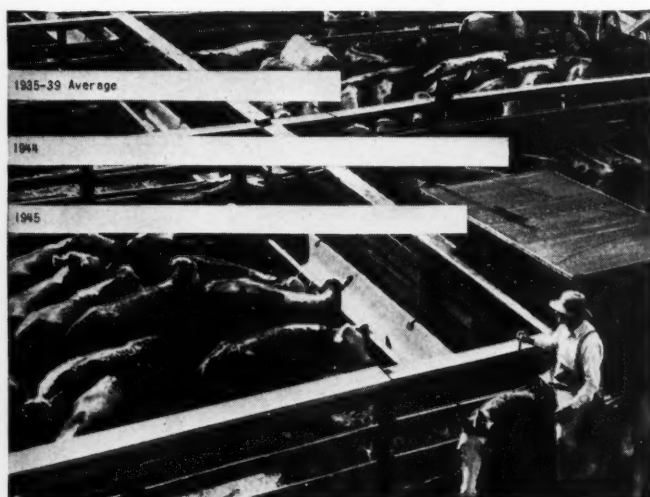
Since a substantial portion of the lend-lease requirements for dried eggs has already been met from the 1944 production, the European war will have little effect on the use of eggs in 1945. Because of this, the suggested 1945 goal is 16 percent below the 4,676 million dozen eggs produced last year and would provide for a per capita civilian consumption of about 340 eggs a year, compared with the estimated 342 during 1944. Approximately 50 million surplus hens must be culled from the laying flocks by spring, however, to bring production

of eggs down to these levels.

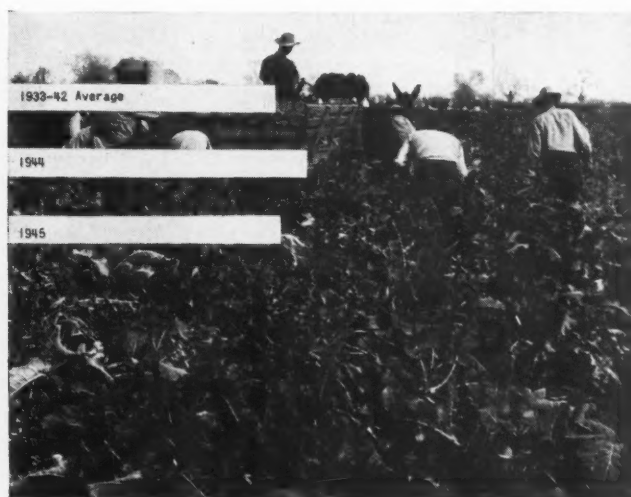
If WFA plans for reduction of flocks are successful, there should be a large supply of stewing and roasting chickens on the market, particularly in the Middle West. The production goals now call for continuation of the 1944 level of broiler production. Military requirements are high for this food.

Average yields from suggested goals would result in 4 percent more Irish potatoes than in 1944, 9 percent less sweet-potatoes, and approximately the same amount of the 25 fresh vegetables grown in the commercial truck crop areas. Only if military requirements for processed fruits and vegetables should decline materially would civilians be able to buy more of these products than they have this year.

All the goals have been balanced as carefully as possible to avoid unnecessary shortages or serious abundances. So long as the war continues there will be high demands. In addition, consumer demand for food is at a new high and is likely to remain so. However, factors limiting the most efficient distribution—transportation, labor shortages, and crowded storage facilities—will probably continue to cause seasonal, local, or sporadic supply situations. But these are conditions with which consumers are familiar. They know that on a yearly basis they have been able to buy larger quantities of nutritious foods than before the war. They know that our armed forces are well supplied. And they know that a program which allows for the possibility of abundances is a safer, surer program than are limited production goals that might cause a serious shortage.



Meat production.



Commercial acreage of truck crops.

# When the Last Shot is Fired

**WHAT** will American families be buying after the war?

Now our tremendous production capacity is geared to war, with the civilians' share of scarce strategic materials cut down to a minimum to give priority to military needs. But when peace comes and our greatly expanded production capacity—both agricultural and manufacturing—can once again be used to supply all the wants of the Bill Jones's and the John Smith's, what will they be wanting for their money?

That is a big question. It's bigger than the Joneses and their budget, the Smiths and their blueprint for a dream house, and Pvt. Brown's plan to go into business for himself come V-Day. For the sum total of what we will buy in the post-war world really adds up to the jobs in store for our people as workers and the necessities and comforts we all will enjoy as consumers.

**Manufacturers** thinking of reconversion, farmers concerned with the possibility of post-war surpluses in foods, workers wondering about jobs, the corner grocer, the small town banker—the prosperity of all groups is bound up in the buying intentions and buying power of the American public. So the question recurs in a myriad of forms and many agencies are pondering buying trends, studying past experiences, and analyzing the results of consumer purchase studies and questionnaires on buying intentions, for signposts to the future.

As a result of higher incomes, nutrition education, and other factors, American families are buying more and better foods than they did in pre-war years. This is indicated not only by the amount of food that disappears annually into domestic channels but also by a study by the Bureau of Human Nutrition and Home Economics comparing family food purchases in the spring of 1942 with purchases in 1936.

Reflecting a rise in the average family income from \$470 per person per year to \$709, the average money value of the food consumed per person in the spring of 1942 was 30 percent more than the average money value of the food consumed in 1935-36. A comparison of the average diets for both periods showed progress during the 6 years toward achieving the National Research Council's recommended allowance for all

the essential food elements. Whereas three-fourths of American families had diets low in riboflavin in 1936, the number had dropped to about one-half in the spring of 1942. In 1936 about half the families had diets low in calcium, thiamine, and ascorbic acid. By the spring of 1942, the proportion of diets low in calcium had been reduced to less than one-third; to one-fourth for thiamine; less than one-tenth for ascorbic acid.

This striking improvement was noted despite the fact that food costs had advanced somewhat and that a number of food items were in short supply because of the war. Average milk consumption was up 25 percent in the spring of 1942 as compared with 1936. Consumption of green and yellow vegetables had increased almost 60 percent over that in 1936—a really impressive increase, even though it may have been partly accounted for by a seasonal abundance.

But there is still room for improvement in American diets. That's obvious, since more than half of the families of the country still have diets which are low in riboflavin, and one-third have diets which fall below the recommended allowance for calcium. Among low-income families in cities diets tended to be short in niacin and food energy as well as in calcium and riboflavin, while the food of low-income farm families was most limited in niacin. The prescription to cure this situation calls for more niacin-rich

foods, such as peanuts and meat, for low-income families everywhere, and for programs to increase the consumption of milk, cheese, and grain products by city families of limited means.

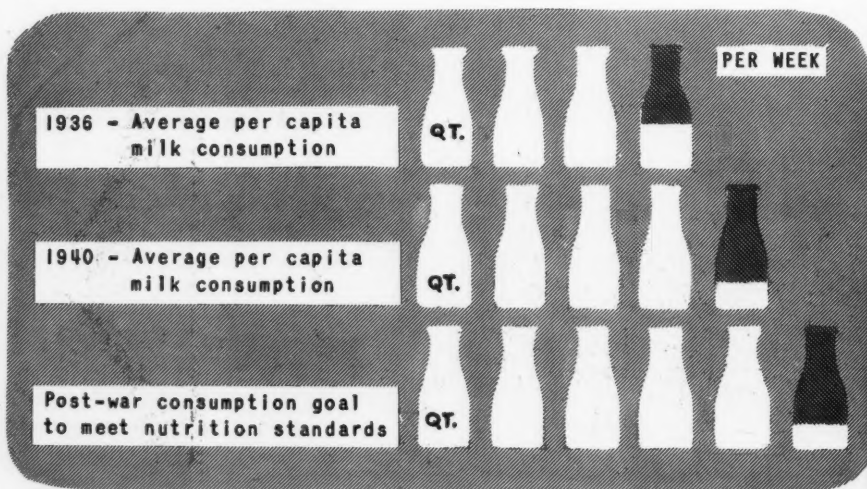
The farmer wants to know "Will the upward trend in civilian food consumption continue after the war?" He needs to know what consumers will be likely to buy so that he can decide how much food to produce and what kinds.

**Farmers** are vitally concerned, for if civilian food consumption isn't maintained at high levels after the war, they will be faced with the unhappy alternatives of drastically cutting down production or producing more crops than they can market at fair prices.

Speaking before the Annual Agricultural Outlook Conference in Washington recently, Sherman E. Johnson, Head of the Division of Farm Management and Costs of the Bureau of Agricultural Economics, outlined an illustrative crop and livestock pattern for 1950—a pattern that would allow for a high-level prosperity diet for Americans.

If things work out so that Americans have the money to buy what they want, and also what they need for adequate nutrition, Johnson believes farmers will need to produce 144 billion pounds of milk in 1950—or nearly one-fourth more than they did in 1944. The need for fresh and processed vegetables would be up about one-half but

## THERE'S ROOM FOR PROGRESS



Diets are improved but many Americans still need more milk.



# Will American living standards go up or down? We have the resources for better living—the land, the skill, the labor. But are we smart enough to get the goods to the people who need them?

the demand for Irish potatoes would be down about one-fifth. With post-war prosperity we'd buy more than three times as many broilers but about one-fifth less beans than are now being grown.

To produce such a high-level prosperity diet for Americans in 1950, farmers would have to make shifts in production and further advances in per acre production.

These estimates for a 1950 pattern for farm production were hedged with a big IF, however. Food consumption will reach these high levels only *if consumers have the money to buy*. The 1950 consumption estimates were based on the assumption of high levels of employment and food prices within the ability of families to buy all they need.

Thus, the question of jobs and wages for city workers in the post-war period definitely is the farmer's business.

**Vice versa**, the towns and cities have a big stake in the buying intentions of farm families and their ability to carry through.

The needs of farm families are many, it goes without saying. But when the average city dweller is informed that 88 percent of farm homes were without inside toilets, 83 percent lacked running water, and 68 percent had no electric lights at the time of the 1940 census, the news comes as something

of a shock. For most city families have long taken these conveniences for granted.

One out of every 12 farm families would build or buy new homes immediately, if the chances for getting labor and supplies were better. Or, so they told the Census takers. But, as a second thought, only 2½ percent of the families were certain about their plans, with no *if's* attached.

Some of the *if's* that might retard farm family building plans after the war are not hard to guess. The average farm family was thinking in terms of a low-cost dwelling; for instance, at an investment of about \$1,800. So construction costs would be a big factor in determining how many farm families build new homes in the immediate post-war period. A sudden nose dive in farm prices to unprofitable levels would also deter farm families from spending their cash reserves or going into debt to build. But, as of now, farm families generally do have more savings than they did in pre-war years. Besides, they have not been able to buy many of the things for which they might have spent their money, due to wartime shortages of strategic materials and labor required for manufacturing household gadgets.

Although farm families as a group have been going without things longer than other groups because they have had less to

buy with, many low-income city families who have been making more money in war jobs have been saving it for post-war buying plans. It was also revealed that more than three times as many families want to buy sewing machines as in the peak pre-war year, that the demand for washing machines was more than doubled, and the number of families wanting vacuum cleaners topped sales in the peak pre-war year by 50 percent.

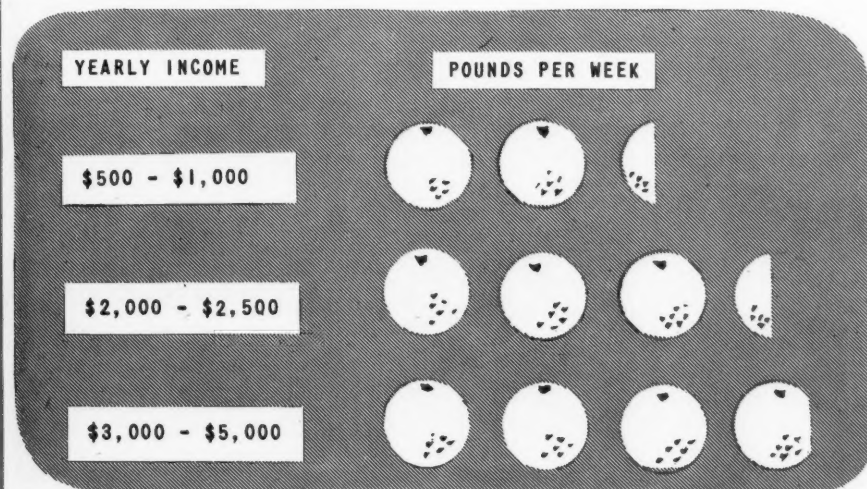
To what extent these families will make good their buying intentions when peace comes is a matter of crucial concern to the companies that manufacture the sewing machines, washing machines, vacuum cleaners, and mechanical refrigerators. For post-war jobs of men now working in war plants hinge on the demand for manufactured goods. Prices and markets for farm goods hinge on the level of employment throughout the country. The same goes for the butcher, the baker, and the light-bulb maker.

**Wherever** you start, it always comes back to this—the prosperity of one group depends on the welfare of all groups.

Fortunately there are signs of a growing consciousness of the interdependence of town and country and of various groups within the community and Nation . . . a growing realization of the need for working together to provide jobs and markets, throughout the post-war years, to raise living standards of the great masses.

When Anderson, S. C., took stock of itself it found that the town will need 13,836 jobs after the war, as compared with 11,376 in 1940. This conclusion was reached after making allowance for returning veterans and war workers coming back from jobs in other areas, balanced against the number of workers who expect to retire or go back to housekeeping. Assuming that 1946 will be a year of peacetime employment, employers in Anderson expected to have jobs for 13,147 workers. On the face of it these figures would seem rather discouraging—nearly 700 more prospective job applicants than jobs. But other factors revealed by the study make the picture much brighter: The item of a 100-percent increase in savings, for instance; the intention of farmers to greatly increase

## MONEY MAKES A DIFFERENCE



Families with more money buy more citrus fruit and tomatoes.

According to Dr. Hazel K. Stiebeling,

Chief of the Bureau of Human Nutrition and Home Economics, once it was so "normal" for babies to have rickets and women to have goiter that early Italian art generally presents them thus.

Regarding the nutritional outlook for civilians next year and in the post-war period, Dr. Stiebeling said that food supply estimates for 1945 indicate that as far as per capita averages are concerned we shall be about as well off in 1945 as in 1944 and much better off than in the last half of the 1930's. But whether food will be better or not as well distributed depends, in the opinion of Dr. Stiebeling, on income, distribution, price relations, rationing, and special measures, such as food enrichment programs and school lunches.

It isn't enough to have produced enough food, she concluded. Food must be gotten where it is needed—"logistics" is the military word for it. During the war we have done an unusual job in mobilizing public opinion, and in using science, technology, and economic and social inventions to help make sure that our armed forces and the civilian population are well fed. We can do no less in the peace ahead.

**Secretary** of Agriculture Wickard underlined the necessity for good markets for farm products after the war as essential to sound economy. Secretary Wickard said:

"If all Americans who want to work have good jobs, they will be able to buy—at fair

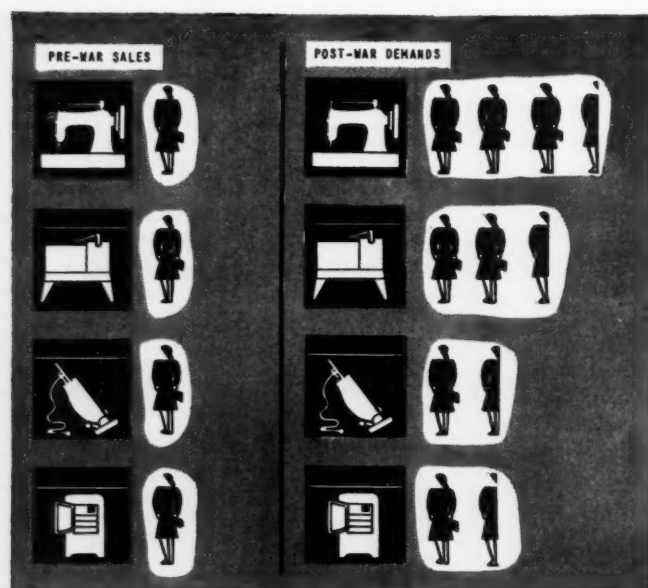
prices—nearly all that American farmers are able to produce.

"But with the Nation's present income pattern, even full employment would not be enough to create the largest possible domestic market for food. Many families still have incomes too low to buy all the food and clothing they ought to have. We must find some way to help these low-income families increase their purchases of farm products through such means as the school lunch program or some variation of the food stamp plan."

It's true for food. And it's true for housing, for medical care, and for hundreds of other goods and services that people want. Our needs are many and great. We have the resources to meet these needs. The problem is *how to get the goods and services to the people who need them?* It's a problem not alone for leaders in Government and business but for everybody.

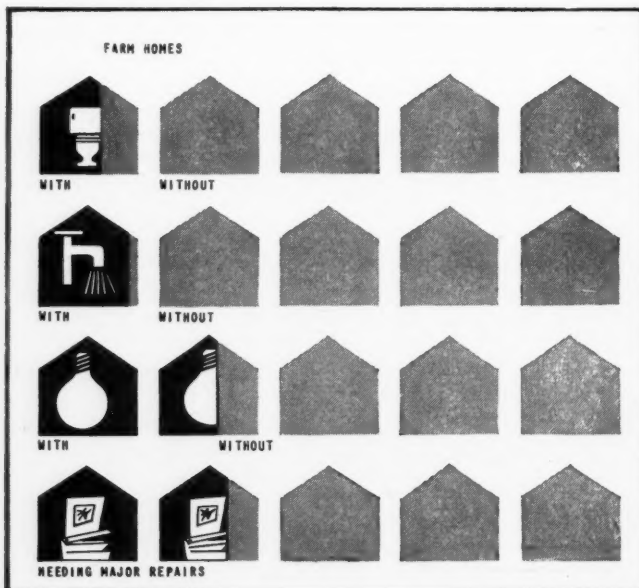
But you won't find the answers to this problem in the back of the book. This being a democracy, we have to work them out ourselves. Our leaders in Government and in business have advanced various plans—ideas on unemployment insurance, on taxes, wages and standards of employment and on foreign trade. But what is finally done will in a large measure be decided by the great mass of people—the consumers, the fellows with little businesses and farms and jobs—when they decide what they want for their money after the war.

## THE NEED IS THERE



Above figures based on last year's survey of civilian requirements by the Bureau of the Census.

## A JOB TO BE DONE



This was the situation when the 1940 census was taken.

# Battle Stations for Consumers

## Home front soldiers are getting set for 1945. Here's a 6-point plan to help you start

1945 will be a momentous year in world history. We all know that. And as we go into our fourth war year we civilian consumers are more determined than ever to do our part on the home front. We'll fight our often undramatic battles with rationing, prices, shortages, and slowed-down services, with at least some of the tenacity and patience our men are showing in more stirring battles all over the world.

We've learned a few things during the last 3 tense years. First of all, we've learned with our hearts what we've always known with our heads—that home is the center of the universe to all of us. We are learning, too, that the job of maintaining that home, physically and spiritually, is one of high moral responsibility, of many technical skills and of infinite patience and that it takes planning by all the family to make home what it should be.

So to ward off any encroaching war-weariness, to resist that temptation to let down a bit on strict wartime household management and maybe have just a tiny spending spree, try A Suggested 6-Point Program for Consumer Study. It will stiffen your will power, we think, and bolster your morale, besides giving you practical guidance.

We decided on the six topics in response to your own inquiries. The plan is for any interested group, large or small, to take one of these topics as the subject for discussion at a future meeting. (There's nothing against going into it alone though if you like that better.) Copies of the questions might be distributed beforehand, and participants invited to suggest additional ones. From time to time Consumers' Guide will list current source material under *Consumers' Bookshelf*, and run an article on each topic. We hope that these articles will be provocative of lively discussion. They will not pretend to be the final authority on any given topic.

"Learn to budget—and like it" in the December 1944 issue of Consumers' Guide, was the first of the series. Unpleasant as the subject may be to many of us, budgeting (or "planned spending and saving," as the experts say) is the inevitable basis for your own consumer program. You must know where you are before you start. It is necessary in normal times—imperative now. The year 1945 may bring changes from a wartime to a peacetime economy, calling for adjustment in your family income. College may be "just around the corner" for your children. If you are to be prepared to meet all these new problems, you probably will need to study your spending and see where savings and economies may be made. If you are not a good shopper, you may become one if you are willing to analyze your own and the family's needs, make use of available buying information, and budget your income so that these needs may be more easily met. The experiences of others as set forth in available guides on budgeting and buying should be helpful.

Here are some of the questions you will find in the 6-point Program under Budget:

Why is planned spending and saving desirable? Have you saved more or less since the beginning of the war? How do you account for this?

What additional expenditures have you had as a result of wartime conditions?

Do you believe that budgeting helps you to use income to the best advantage? If not, do you know of a better way?

Do you keep records as a means of comparing expenditures with your budget allowance?

Could your purchases have brought you greater satisfaction?

*Intelligent Buying*, the second topic on our list, may bring a resentful hoot from some of our readers. Good metatarsal arches, some of you might say, are more essential to wartime shopping than a library full of consumer literature. But the fact remains that women, as a group, have become more intelligent buyers since Pearl Harbor. Wartime regulations have sharpened your sense of values, made you look more intently for quality. You've learned, with a small sense of triumph, how many things you can do without. You will enjoy answering the

questions under *Intelligent Buying*, and working out the suggested "Action Program."

Do you analyze the needs of your family?

Are women better buyers than men?

Should they be? Why?

Are you familiar with available buying guides? Do you find them helpful?

Do you feel that your schooling prepared you for buying the needs of a family? If not, what type of courses do you think would be helpful to the average homemaker?

Is price always an indication of value?

Do you ever pay more than the price ceiling? Do you always give points for rationed articles?

What are the advantages of buying foods by grade?

How can consumers contribute to inflation control?

**ACTION PROGRAM:** Check the day's food purchases with the Basic 7 chart. (If you do not have a copy, write to the U.S. Department of Agriculture for one.) See how many items you bought which have high nutritive value. Now "budget in reverse" to see how many of your purchases were non-essential. Could you have saved money or used it to better advantage?

List the factors that influenced your choice. Study the labels and the types of information given.

Take an inventory of the clothing of each member of your family. List the items that can be used satisfactorily with a small amount of repair, cleaning, or remodeling. List the items that must be replaced or added. What items present the greatest problem?



Look for labels on the selvage of textiles.



lems in wartime buying? What guidance is available in buying clothing? What additional information would you like to have?

Assume that you are going to buy some article of household equipment, such as a refrigerator or a piece of furniture. List the information you would want before you made your purchase. From what sources could you obtain buying guidance?

STANDARDIZATION OF CONSUMER GOODS, the next topic, will be of intense and controversial interest to the men as well as the women of the family. War has made the public conscious of the value standards in our economy. Quality control has a direct bearing on the value of the consumer's dollar. Try these questions and suggestions on your consumer group:

What is a standard?

What are mandatory standards? Voluntary standards?

What Government agencies are most interested in the development of standards for consumer goods?

What is the American Standards Association, and what are its functions?

What simplification of consumer goods has resulted because of wartime restrictions? What effect has this had on consumer buying?



Consumer, read the label. Note the grade.



Watch for labels on household equipment.

Compile a list of legal standards in your State.

Who determines these standards? Who enforces them?

Invite a Weights and Measures enforcement official to your meeting and learn how homemakers can cooperate in the enforcement of weights and measures laws.

GRADING AND LABELING, is a logical follow-up to Standardization. Lively argument is sure to mark any meeting on this subject. A good idea for a meeting is to hold a demonstration of grade-labeled canned goods. Open the cans and test them for quality. Compare prices and quality. For assistance with this project write to the nearest office of War Food Administration for the address of the processed-food inspector for your district.

Some of the questions in the 6-point program for this section are:

Is informative labeling of value to you personally? How?

Differentiate between *grade* labeling, *informative* labeling, and *descriptive* labeling.

Who pays the cost of Government grading and inspection? Do these services add to the cost of consumer goods?

Can you depend on the statements of the ingredients, net weight, etc., on packages? If not, to what Federal agencies can you appeal?

Do labels indicate a relationship between price and quality of foods? Are price ceilings based on quality?

What information do you want on the labels of sheets, bath towels, coats, suits?

CONSUMER CREDIT is one of the most important topics of the entire group. Understanding the hazards of different forms of credit and your rights in any given situation will take more than casual reading. Consumer attitudes toward installment buying and other kinds of credit will be of utmost importance in the post-war period. Get your education now, and be ready to be a bulwark against inflation. As a starter, see if you can answer these questions:

What do we mean by "buying on credit?" Name the various types of credit you or others in your family have used. Discuss installment buying, charge accounts, borrowing money (on which interest is paid) to pay for purchases, or medical, dental, and other bills.

Do you buy food or clothing on credit? Furniture? Jewelry? Automobiles? Houses?

Why? Do you believe it is wise to do so? How much does it cost? Should purchases on credit be limited to necessities?

Does credit control affect price stabilization? How have the wartime credit controls affected you as a buyer or a seller? Do you believe they should be continued?

Is the average family in debt? What interest rates are permitted under your State laws? If you do not have such a law do you think one would be beneficial?

What are credit unions? Why were they established? Do they benefit their members?

CONSUMER SERVICES AND GOVERNMENT AGENCIES, probably should be the first subject in the series because it will give you valuable source material on all the others. If you can answer these questions you will have a fair start on a consumer education.

What types of assistance can you name, that are offered by the following, or other agencies:

- War Food Administration—
  - Office of Marketing Services
  - Extension Service
  - Farm Security Administration
- Department of Agriculture—
  - Office of Information
  - Bureau of Human Nutrition and Home Economics
  - Bureau of Agricultural Economics
  - Farm Credit Administration
  - Rural Electrification Administration
- Federal Security Agency—
  - Public Health Service
  - Food and Drug Administration
  - United States Office of Education
- Department of Labor—
  - Bureau of Labor Statistics
  - Children's Bureau
- Department of Commerce—
  - Bureau of Foreign and Domestic Commerce
  - National Bureau of Standards
- Department of the Interior—
  - Solid Fuels Administration
- Office of Price Administration
- War Production Board, Civilian Requirements

There you have it—a sampling of each of the 6 points. For copies of the complete 6-Point Program for Consumer Study, write to Office of Marketing Services, War Food Administration, Washington 25, D. C.



# ... To wrap the baby in

## More low-cost children's clothing of specified quality in the stores is the purpose of recent OPA-WPB production price program

**DADDY** won't have to go a-hunting, nor will mother have to go through a modern, wartime equivalent thereof to clothe her family when the dollars-and-cents ceiling prices on children's clothing go into effect.

For 2 years now all kinds of children's garments have been increasing in price, and deteriorating in quality. At the same time inexpensive yard goods has almost disappeared from store shelves in many cities. Letters like the following have come to Washington from all over the country:

"Couldn't you do something about the disappearance of low-cost children's clothes from the stores? Prices asked for such things as boys' suits, sunsuits, underwear, pajamas, nightgowns, etc., are simply disgraceful and even at those prices, quality and workmanship are so poor that they don't stand many washings."

"I would like to add my voice to the many protesting against the disappearance of infant clothing from the market."

"I have found it impossible to purchase large infant bath towels in Washington, New York City, and Cleveland. In Washington it is very difficult to buy the cotton knit nightgowns. . . . I sincerely hope something will soon be done to remedy this situation."

"I wish to relate to you some of the problems I have had in trying to shop for clothing for my 2-year-old boy."

"For several months now I have been trying to get my baby some good quality sleeveless shirts and training pants, expecting to pay 50 cents apiece, if necessary, for a long-lasting, well-knit cotton. I have been shopping quite a bit by catalog, but my checks have been returned innumerable times, with the explanation that the items were not available at that time, and to try to reorder in 30 days. I tried several times, but no success at all, with any underwear I ordered for him. For a time I could locate no shirts anywhere. About a month ago I located some at \$0.25 at — here in — but after a couple of washings, there are holes through the shirt in several places already. This week the only ones I could

get were at \$0.15. That sounds cheap, but the material is so thinly woven that it won't wash more than once or twice, I know, and the workmanship is so absolutely faulty that the shirt slips off his shoulder constantly, not because of the size but the fact that there is no body at all to the material, and it is so poorly made."

"Now, about summer nightwear for the baby. Last year I paid 79 cents for a two-piece cotton crepe pajama with an extra pair of pants. The same pajamas were 89 cents in this year's catalog, but even at the increased price, they were also unavailable. I had to pay \$1.00 for a pajama that is only a one-piecer. The obvious reason seems to be that the manufacturer won't produce the lower-priced item, but would rather make more on a higher-priced pair. I'm still mad at the impossible prices they are charging for these things."

In response to protests of this kind the OPA and WPB worked out a joint plan to bring more satisfactory clothing into the market within the next few months.

WPB has allocated 40 million yards of material to manufacturers, for inexpensive infants' and children's clothing. OPA will place simple, easy-to-understand dollars-and-cents prices on the garments. WPB estimates that these 40 million yards will be the equivalent of about 55 percent of the quarterly requirements for children's and infants' items in all price ranges. The plan calls for the production of some 30 million garments of specified sizes and quantities. Manufacturers who receive allocations of material must produce garments to meet certain minimum specifications, to sell at or below certain top prices. The manufacturer will notify his customer with each shipment what dollars-and-cents price he should place on the garment, and the re-

tailer must plainly mark this price on the garment.

However, the prices may vary slightly for similar garments depending upon whether the retailer purchased directly from a manufacturer or through a wholesaler. Furthermore, different manufacturers' prices may vary slightly on similar garments due to their style lines.

Another move toward lower prices will be to reduce the "over-finishing" and "fancy-ing-up" of fabrics, which add greatly to the cost of both cotton and rayon garments. This is only one of the complexities to be dealt with in establishing effective regulation of clothing. Other factors to be dealt with are the hundreds of new models, the difficulty in relating prices to quality specifications, the ease with which manufacturers can shift from one line to another, usually a more expensive one.

Consumers have found it difficult to check retail ceiling prices on clothing because of the differences in the ceilings at the various stores, and the great number and variety of items. Now infants' and children's garments join the list of dollars-and-cents ceiling priced clothing. Ceilings have been set, for sometime, for: All work clothing, work gloves, men's and boy's cotton flannel shirts, women's rayon hosiery, officer's summer uniforms, and rubbers, women's regular and maternity styles of cotton house-dresses and slips, men's shorts, and men's dress shirts.

Mothers are warned, however, that it will be several months before the effect of the new price ceilings will be reflected by more lower-priced, better quality clothing in the stores. And even so the situation will continue to be tight for the duration. War demands for textiles are so heavy that mills cannot turn out enough of other types of material to meet consumer demand. From now on, however, they will be required to make a specified quantity.

# Consumers' Book Shelf



The following publications were selected as references in connection with 4 of the topics in *A Suggested 6-Point Program for Consumer Study*. References for the 2 additional subjects will be carried in a later issue.

## BUDGETING

**SUGGESTIONS FOR A FAMILY SPENDING PLAN.** March 1944. Processed. For copies write to the Bureau of Human Nutrition and Home Economics, USDA, Washington 25, D. C.

**MINIMUM-WAGE BUDGETS FOR WOMEN.** MP. 549. June 1944. Pp. 42. For sale by Superintendent of Documents, Government Printing Office, Washington 25, D. C. 10 cents.

**FAMILY SAVING AND SPENDING IN WARTIME.** Vocational Division Leaflet No. 11. U. S. Office of Education, Federal Security Agency. 1943. Write to Superintendent of Documents, Government Printing Office, Washington 25, D. C. 5 cents.

The Heller Committee for Research in Social Economics, University of California, Berkeley, Calif., publishes the following processed materials and others on budgeting:

**WARTIME BUDGET FOR SINGLE WORKING WOMEN.** 1943. Pp. 17. 20 cents.

**WARTIME BUDGETS FOR THREE INCOME LEVELS.** 1944. Pp. 106. 85 cents.

**WARTIME FOOD FOR FOUR INCOME LEVELS.** (Based on San Francisco prices, March 1943.) Pp. 44. 35 cents.

## INTELLIGENT SELECTION AND CARE

Free copies of the following may be obtained from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.:

**POPULAR PUBLICATIONS FOR THE FARMER AND HOMEMAKER.** (List No. 5.) July 1944.

**A FRUIT AND VEGETABLE BUYING GUIDE FOR CONSUMERS.** MP. 167.

**BUYING BOY SUITS.** FB. 1877.

**COTTON SHIRTS FOR MEN AND BOYS.** FB. 1837.

**JUDGING FABRIC QUALITY.** FB. 1831.

**LEATHER SHOES: SELECTION AND CARE.** FB. 1523.

**MAKE-OVERS FROM COATS AND SUITS.** MP. 545.

**MAKING A DRESS AT HOME.** FB. 1954.

**ABC'S OF MENDING.** FB. 1925.

**MENDING MEN'S SUITS.** MP. 482.

**STAIN REMOVAL FROM FABRICS: HOME METHODS.** FB. 1474.

**TAKE CARE OF THE WOOL YOU HAVE.** AWI-26.

**WOMEN'S DRESSES AND SLIPS: A BUYING GUIDE.** FB. 1851.

**GUIDES FOR BUYING SHEETS, BLANKETS, AND BATH TOWELS.** FB. 1765.

**SLIP COVERS FOR FURNITURE.** FB. 1873.

**CARPET AND RUG REPAIR.** FB. 1960.

**TAKE CARE OF VACUUM CLEANERS AND CARPET SWEEPERS.** AWI-19.

**FAMILY FOOD CONSUMPTION IN THE UNITED STATES.** MP. 550. Published in 1944 as a part of the 1942 study of family spending and saving in wartime, by the Bureau of Human Nutrition and Home Economics, USDA, in cooperation with the Bureau of Labor Statistics, U. S. Department of Labor. Write to Superintendent of Documents, Government Printing Office, Washington 25, D. C. 20 cents.

## STANDARDIZATION

For free copies of the following, write to the Office of Marketing Services, War Food Administration, Washington 25, D. C.:

**A CONSUMER'S GUIDE TO U. S. STANDARDS FOR FARM PRODUCTS.** MP. 553. September 1944.

**CHECK LIST OF STANDARDS FOR FARM PRODUCTS.** November 1943.

For free copies of the following, write to the National Bureau of Standards, Washington 25, D. C.:

**SERVICES OF THE NATIONAL BUREAU OF STANDARDS TO CONSUMERS.**

**AID FOR OVER-THE-COUNTER BUYER.**

The American Standards Association, 70 East Forty-fifth Street, New York 17, N. Y., a federation of national organizations, promotes the development and use of standards, and serves as a national clearing house.

## CONSUMER SERVICES OF GOVERNMENT AGENCIES

Prior to the war, information, assistance, and protection were offered consumers by approximately 20 Government agencies. Temporary war agencies also serve them. The following publications indicate the types of services offered.

**ORDINANCE AND CODE REGULATING EATING AND DRINKING ESTABLISHMENTS.** U. S. Public Health Service, Federal Security Agency. Public Health Bulletin No. 280. 1943. Write to Superintendent of Documents, Government Printing Office, Washington 25, D. C. 20 cents.

For free copies of the following write to the Food and Drug Administration, Federal Security Agency, Washington 25, D. C.:

**CONSUMER PROTECTION BY THE U. S. FOOD AND DRUG ADMINISTRATION.** Processed.

**CLEARING COMMERCE OF DANGEROUS COSMETICS.** Processed.

**HAIR DYEING AND PATCH TESTING.** Processed.

**NOTICES OF JUDGMENT UNDER THE FEDERAL FOOD, DRUG, AND COSMETIC ACT.** Issued periodically and separately for foods, drugs and devices, cosmetics.

Free copies of the following are available to teachers and group leaders. Write to Office of War Information, Washington 25, D. C.:

**ECONOMIC STABILIZATION.** Third ed. July 1944.

**PLANNED SPENDING AND SAVING.** July 1944.

**STOP ACCIDENTS.** 1944.

Free copies of the following are available from regional and district offices of the Office of Price Administration:

**SELECTED REFERENCES ON PRICE CONTROL, RENT CONTROL, AND RATIONING.** Processed.

**PRICE CONTROL IS WORKING.** Information Leaflet No. 19. September 1944.

**INFLATION AND DEFLATION AFTER WORLD WAR I.** Information Leaflet No. 20. September 1944.



# CG news letter

last minute reports  
from U. S. Government Agencies

**The broadest extension of rent control** within the past 2 years was made recently by OPA when 15 new areas in 12 States throughout the country were designated as Defense Rental Areas. Populations of the areas affected range from 96,987 to 4,086, with maximum rentals frozen at levels ranging from those in effect in July 1943 to those in effect on March 1, 1944. The new action will mean that approximately 88 1/2 million renters of houses, apartments, hotels, and rooming houses are now protected from spiraling rents and unwarranted evictions.

**Because the October hurricane** reduced the yield of Florida tangerines to 81 percent of normal, the OPA granted growers an increase of 53 cents per 1 3/5 bushels on the ceiling price of their product through December 1944. This means that during January consumers will be paying about 1 cent more a pound.

**If the radio tube manufacturing industry** is able to recruit 6,000 additional female workers, production can be stepped up, allowing an increase of four million tubes a month for civilian replacements. Otherwise, home radio listeners will continue to receive only half enough receiving tubes to replace those worn out. Military demands for this war-important product have risen from 16 percent of total production in 1941 to 86 percent in 1944. The 19 million tubes left for civilians from the 1944 production, however, are enough to maintain at least one radio receiver in operation per household.

**The remaining supply of used passenger** tires is so small, of such poor quality, and distributed over such a wide area that the OPA has removed the rationing restrictions. However, the tires are still under price control and prospective buyers should check to see that the dealer has the maximum prices of tires posted conspicuously in his place of business.

**Since fuel wood is today a necessity in many households**, it is important for consumers to know the why's and wherefore's of fuel wood purchasing. Foresters of the USDA have recently listed general guides. Most fuel wood is sold by the cord, which should measure 4 feet wide, 4 feet high, and 8 feet long—or 128 cubic feet. However, in some parts of New York City, for example, the common practice is to sell wood by the stick or by the box, and in Kentucky by the rick or face cord which measures usually only 16 inches wide, 4 feet high, and 8 feet long. Ceiling prices are

set according to the different sales practices. Other points to consider when purchasing are: Seasoned wood burns better and hotter than green wood; hardwoods, such as hickory, oak, and maple, give the most heat for their weight; softwood burns quickly; smooth, straight sticks stack more closely than those with crooks of branches; and although split wood burns more easily it does not stack as closely as round logs. Local ration boards can inform consumers on correct measurements and ceiling prices for various grades of fuel wood.

**Until the new potato crop** comes to market in the late spring, the family food purchaser probably will not find very many large potatoes on the market, since late planting and dry weather prevented the fall storage crop from sizing up well. What large potatoes are available are being sent to the armed forces in the Pacific, as they ship and store better than the small ones. However, consumers are reminded by the Bureau of Human Nutrition and Home Economics that the small potato has several advantages over the big one: It takes less time and fuel to cook; it can be served whole with easy peeling; and it can be used in a variety of ways. The way to get the most food value from potatoes is to boil them in their jackets. For this use small potatoes are ideal.

**Aiming its campaign** at both private individuals and dealers, the OPA has strengthened its regular enforcement activities with a special Nation-wide drive to keep the price of used passenger cars under control. It seems that although overcharges on the face of the transfer certificate, required to be filed with the local War Price and Rationing Board, have been adjusted by the boards, there have been a number of concealed violations which have effectively increased the price of this important cost-of-living item. Therefore, the OPA will concentrate its efforts on educating the buyer of used cars. Some of the concealed violations to be watchful of include: (1) Charging the buyer of a less expensive car the maximum price for a higher-priced model; (2) allowing an unreasonably low amount for a car traded in, or requiring a trade-in as a condition of sale; (3) requiring the purchaser to buy on the time payment or finance plan when he wishes to pay cash; (4) sales made at "warranty" prices by dealers who have no authority from OPA to charge 25 percent more than the "as is" ceiling for cars put into good operating condition; and (5) the requirement that the purchaser pay an additional amount, above the legal ceiling, to the seller in order to

get the car. Local boards will help consumers who have been overcharged get their money back.

**As representatives** of the 18 1/2 million Victory gardeners who last year plied the hoe, 125 garden leaders conferred in Washington during December and came up with a recommendation that the 1945 program equal the splendid production records of 1944. They also asked for more emphasis on home planting of various types of fruit trees and small fruits, with greater research activities in this field, and stressed the importance of gardening as a physical and mental healing force in rehabilitation of disabled veterans. War Food Administrator Marvin Jones greeted the leaders and stated that "The extra food produced by town and city gardeners might be looked upon as insurance that we will have enough of the health-giving fresh vegetables."

**Men's russet tan work shoes**, straight tip, and with Bellows tongues have been declared surplus by the Army and will be sold in retail civilian trade at a ceiling price of \$6.50. They are new, of superior quality, and require a ration stamp.

## CONSUMER CALENDAR

—As of January 1

**Processed Foods**—Blue stamps, X-5 through Z-5, and A-2 through G-2, valid for 10 points each. No more validated until February 1.

**Rationed Meats, Fats, etc.**—Red stamps, Q-5 through X-5 valid for 10 points each. No more validated until January 28.

**Sugar**—Stamp 34 valid for 5 pounds of sugar. New stamp becomes valid February 1.

**Shoes**—Airplane stamps 1, 2, and 3, valid indefinitely.

**Fuel Oil**—Period 4 and 5 coupons of last season remain valid through the 1944-45 heating season. Period 1 and 2 coupons, good in all areas. Period 3 coupon, good in Midwest and South.

**Gasoline**—A-14 coupons good for 4 gallons, valid in all areas December 22, 1944, through March 21, 1945.

**Fat Salvage**—Every pound of waste kitchen fat is worth two red points and 4 cents.

January 1945

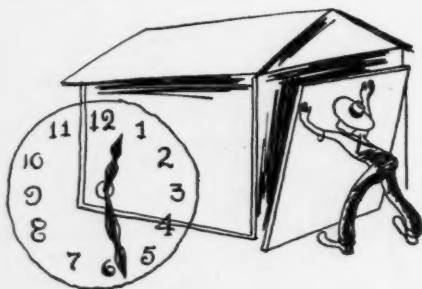
# GUIDE POSTS

## NEW YEAR—SAME OLD WORLD

A new calendar of unused days still will have a lot of the past year's clothing and furnishings to be lived with. Scarcities and high prices will counsel the clever consumer to take a stitch in time. Two bulletins, "ABC's of Mending" and "Carpet and Rug Repair," Farmers' Bulletins, No. 1925 and No. 1960, respectively, published by the U. S. Department of Agriculture, will help her to make the old like new again.

## SWEETS OF VICTORY

Through the Mediterranean Sea and across the embattled Atlantic have just come 15,680 tons of dates from Iraq—the first to arrive since the war cut off commercial shipping. This is one-half the yearly quantity we ordinarily received from Iraq in pre-war times, and, if divided evenly, would allow every family in the U. S. to buy 1 pound of this tasty oriental fruit. Canadians received 4,000 tons.



## BUILT IN A DAY

The New Year brings with it news of what the future farmers of America may come to expect as commonplace in the way of erecting storehouses, granaries, or bunk-houses. H. G. Clayton, head of the USDA War Board in Florida, reports that 235 prefabricated houses 14 by 16 feet and 10 feet high, originally designed as storage bins, are being shipped into Florida from Austin, Tex. Florida farmers, unable to build additional houses because of wartime shortages, are buying these surplus sectional storage bins from the Commodity Credit Corporation for \$195. The farmers lay block foundations and nail up the houses in a day.

## THE POULTRY THERMOMETER GOES DOWN

Chicken has been the mainstay of menus in many ration-conscious families for 2 years, but during the first few months of 1945, housewives from Richmond to New York may not be able to buy broilers and fryers as often as they'd like. Increased military demands for more chicken dinners overseas and in hospitals will shorten supplies of this favorite on meat counters in these areas. If your appetite craves a drumstick, just think of a boy you know overseas who likes dark meat, too.



## "... AND HER SHOES ARE NUMBER NINES ..."

Clementine didn't have such big feet—by today's standards. Women's shoe sizes have become increasingly larger over the past 10 to 15 years, and now that war work and more walking have given more women even bigger feet the shoe trade anticipates a popular post-war call for a range of sizes from 8 to 11, reflecting the military influence with fuller, more comfortable lasts; greater insistence on comfort; and greater interest and participation in sports activities. This will mean more conservative styles with lower heels after the first flurry of the armistice, which will probably bring with it the nude foot and giddy stilts 3 inches high.

War has made servicemen better shoe consumers. Navy men, for instance, have been paying about \$4.50 for their excellent shoes, and when they return to civilian life they won't be contented with less quality at higher prices. Servicemen want wider, higher toes and more flexible leathers in work shoes. They know quality and durability now. Manufacturers are thinking about post-war shoes that will satisfy.



## SOMETHING NEW IN MEDICINE

Sponges that can be left with safety inside patients when the incision is neatly sewn up is news. The USDA's Regional Research Laboratory in Peoria, Ill., reports that the properties of sponges derived from frozen cornstarch suggest their use as surgical dressings to be left in wounds and absorbed by the body. The starch sponge might also be used to introduce medicinal such as penicillin and sulfa drugs into the body, researchers Claude F. Bice, M. MacMasters, and G. E. Hilbert suggest. The sponges would be slowly dissolved and absorbed in the body and the medicinal substance at the same time would be slowly released.

## BRINGING THE ARCTIC HOME

Women who spend a good share of their lives in the kitchen will enjoy in some future day the new home freezing units now being exhibited by manufacturers. These units will help cut food preparation and food waste worries to a minimum. Housewives may be able to prepare everything from soup to peach pie a day—or a week—in advance of a company dinner, and keep it in the deep freeze unit until time to slip it on the stove or into the oven. Hams of prehistoric elephants still lie preserved in all their wild toughness in the frozen earth of Siberia. Now science takes a tip and preserves food in a modern freezing unit.

## LISTEN TO CONSUMER TIME

Every Saturday—Coast to Coast  
over N. B. C. 12:15 p. m. EWT  
11:15 a. m. CWT  
10:15 a. m. MWT  
9:15 a. m. PWT

Dramatizations, interviews, questions and answers on consumer problems. Tune in.  
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